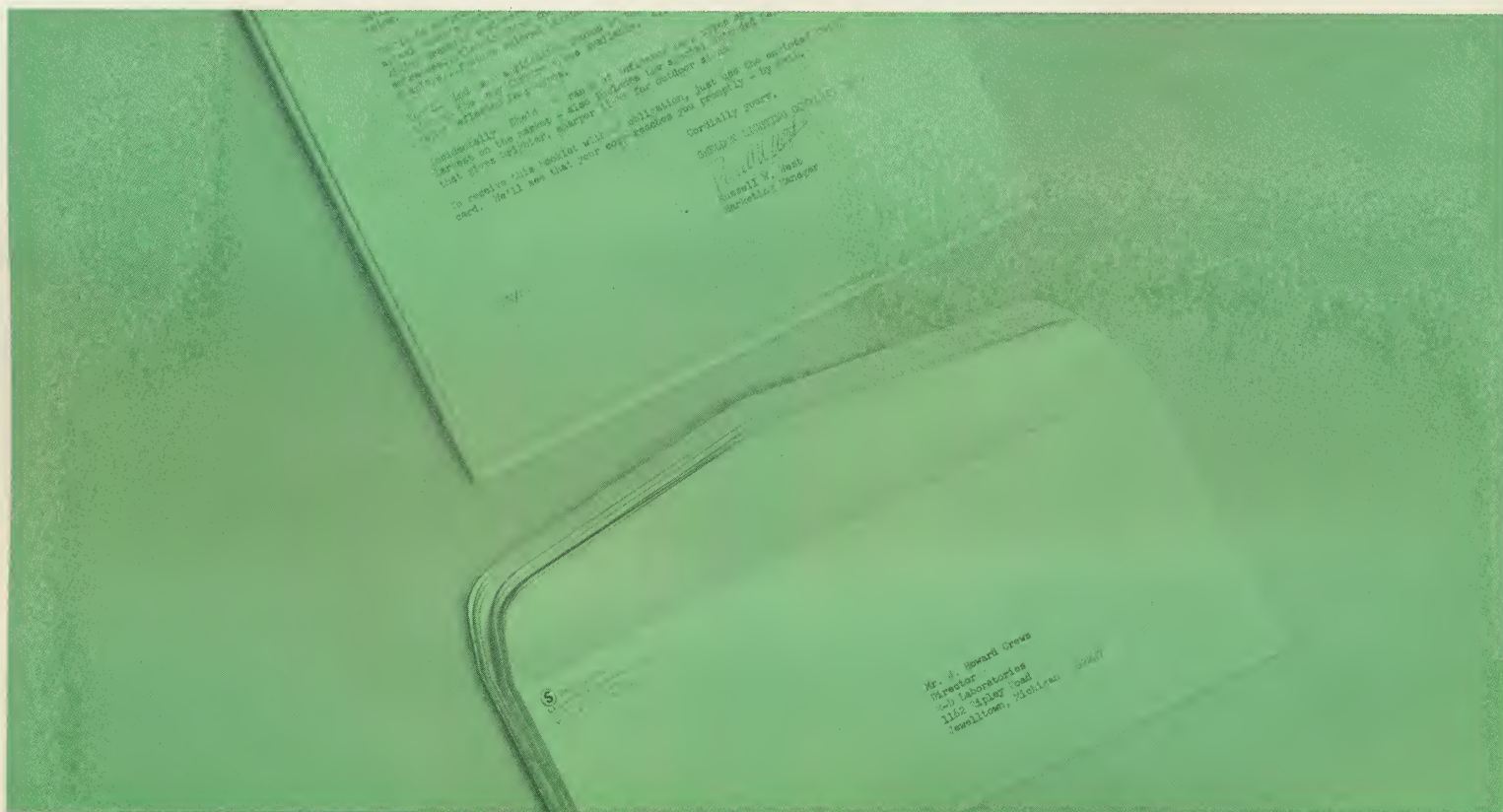




# IT'S HANDS OFF

## IN FOLDING AND INSERTING





appeal...viding dramatic...entrances...floodlighting...displays...festive colored lighting...  
You'll find many application photos in this booklet, as  
tion on the many fixture types available. Also photometric curves  
Major Reflector Lamp types.  
Incidentally, Sheldon's range of Reflector Lamp types and sizes - the  
largest on the market - also includes the special Extended Service Lamp  
that gives brighter, sharper light for outdoor signs.  
To receive this booklet without obligation, just use the enclosed reply  
card. We'll see that your copy reaches you promptly - by mail.

Cordially yours,

SHELDON LIGHTING COMPANY, INC.

Russell W. West  
Marketing Manager

## CARELESS HANDS MAKE MISTAKES

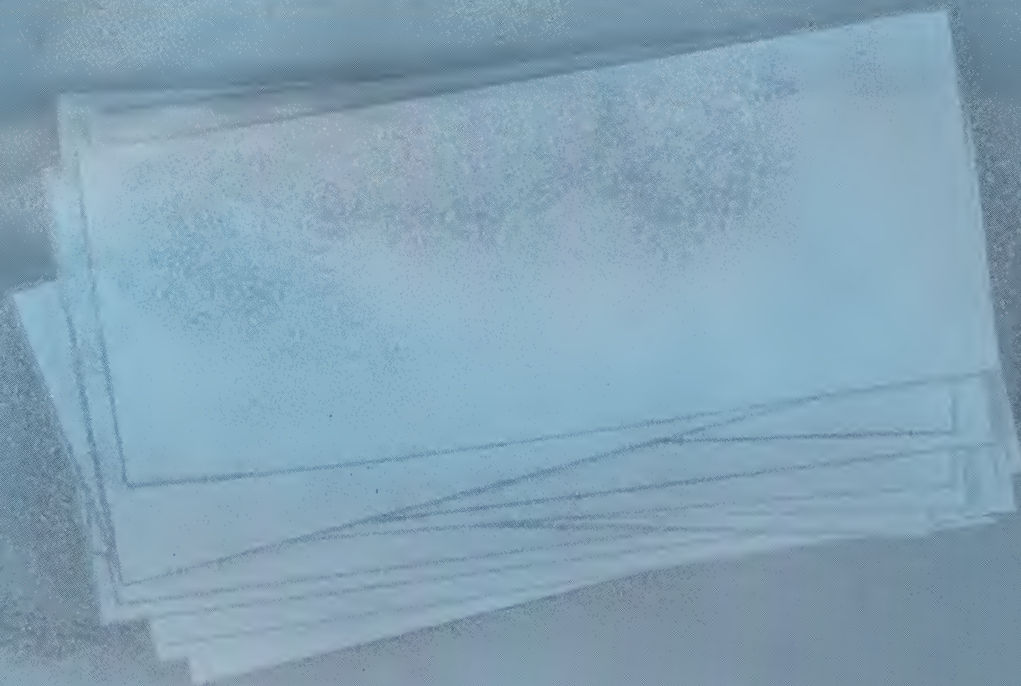
Badly folded business letters may say a lot more than the writer intended. They tell about an old-fashioned approach to mailing methods that may be duplicated in other areas. Even the most efficient workers can't do a perfect hand-folding and inserting job *every* time. And an extra crease or uneven fold creates an impression that expert typing and crisp, crackling bond stationery can't overcome. Careless inserting results in even more embarrassing missed or doubled enclosures.

SH  
SHELDON LIGHTING COMPANY, INC.  
1001 MAIN STREET, MIDDLETOWN, CT. 06457

January 10, 1964

Mailed to You Free...New Booklet  
Shows How Latest Reflector Lamp Lighting  
Helps Make More Sales to Women  
...will want a copy of this helpful booklet that puts at your  
...information on the newest Reflector Lamps - by  
...letting them they can provide for your store





## CASUAL HANDS CAN UPSET CONTROL

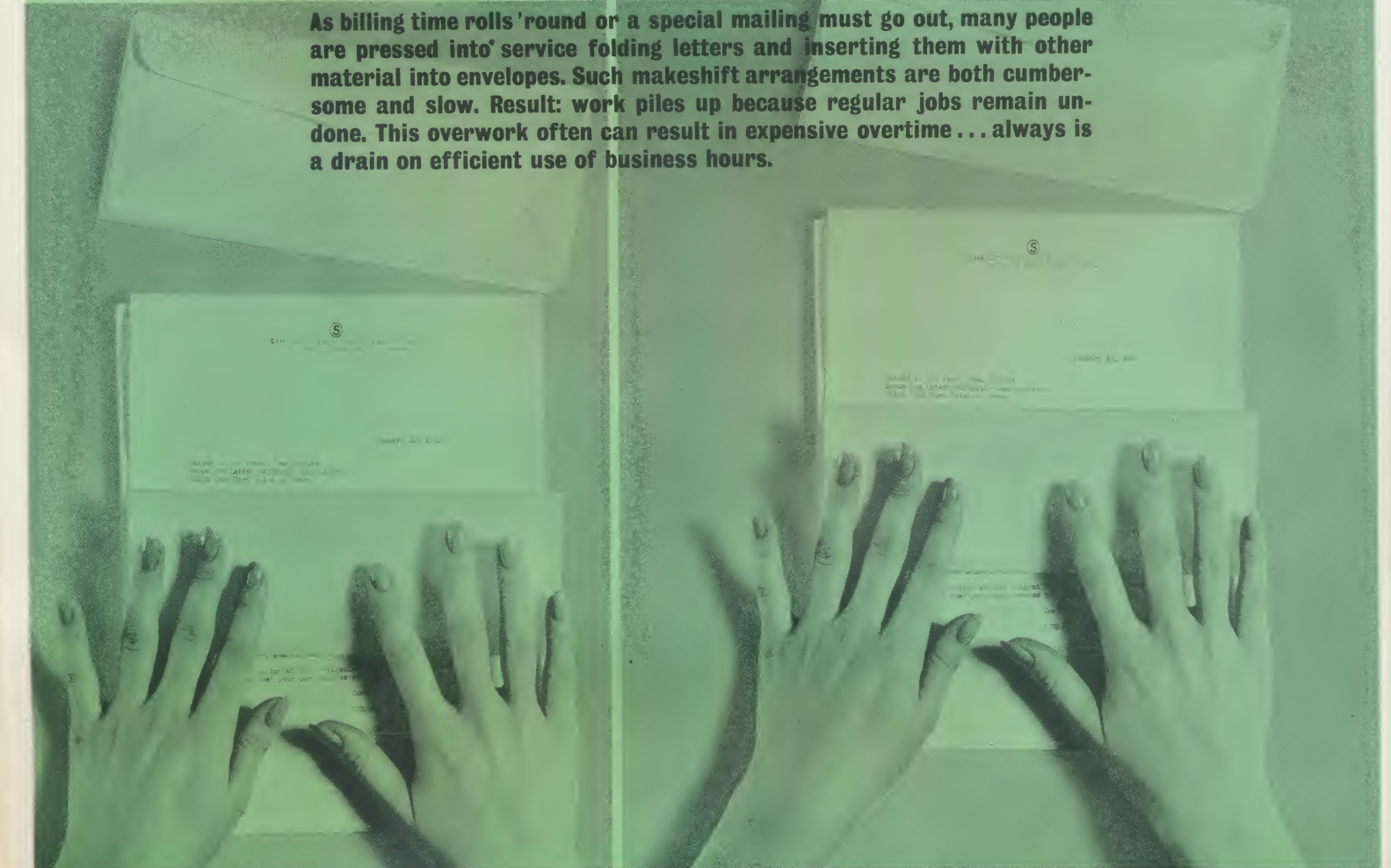
The most carefully planned mailing can be thrown off stride by the inefficiency of hand folding and inserting because you can't control how long it's going to take or how much it's going to cost. And the idea of adding extra promotional enclosures brings to mind thoughts of added time, added cost, added errors.







## EXTRA HANDS REDUCE SPEED



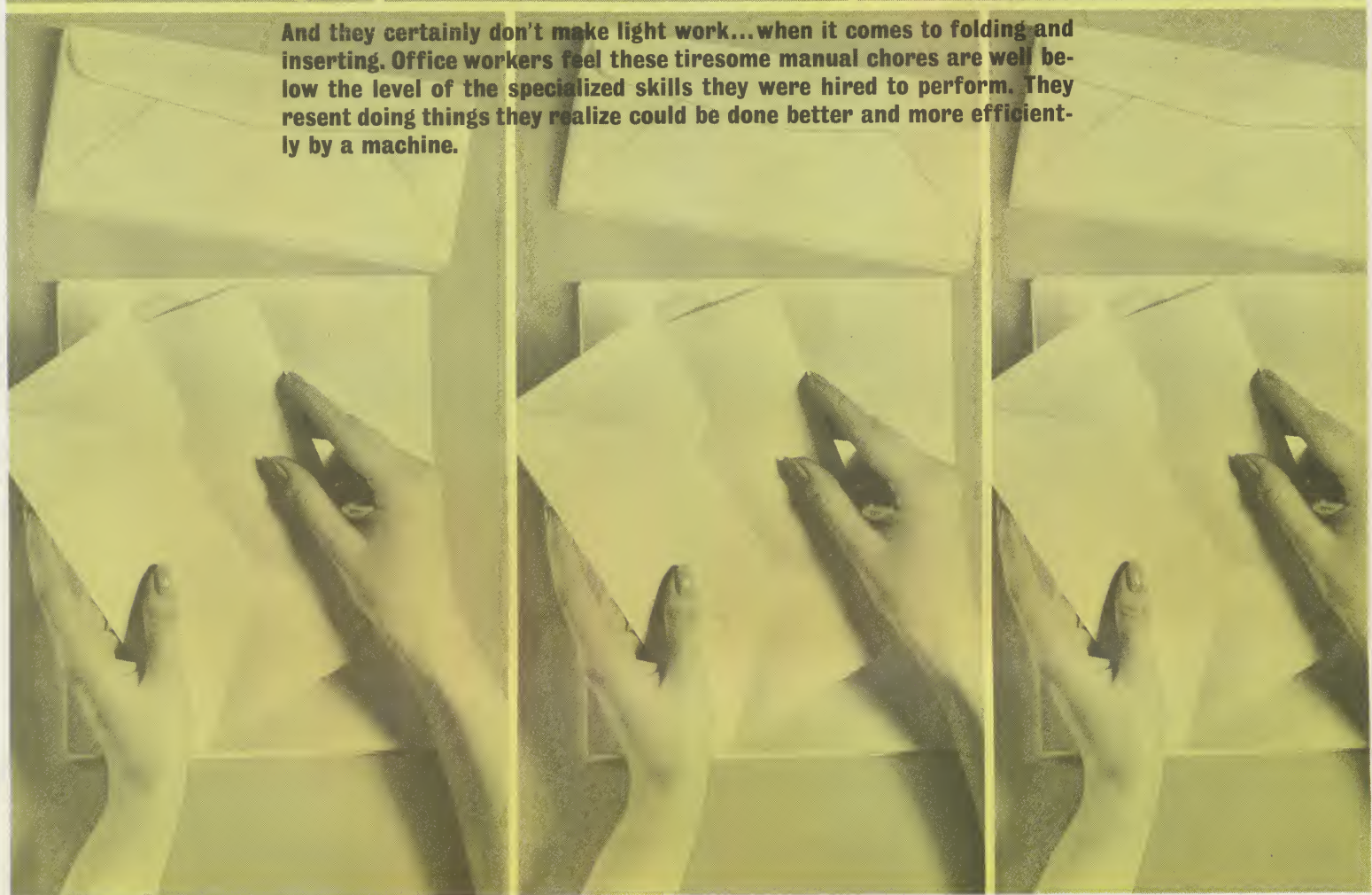
As billing time rolls 'round or a special mailing must go out, many people are pressed into service folding letters and inserting them with other material into envelopes. Such makeshift arrangements are both cumbersome and slow. Result: work piles up because regular jobs remain undone. This overwork often can result in expensive overtime . . . always is a drain on efficient use of business hours.





## MANY HANDS LEAD TO LOW MORALE

And they certainly don't make light work...when it comes to folding and inserting. Office workers feel these tiresome manual chores are well below the level of the specialized skills they were hired to perform. They resent doing things they realize could be done better and more efficiently by a machine.





# A PITNEY-BOWES MACHINE TAKES THE HANDS OUT OF FOLDING AND INSERTING

Precision mailing is possible for even the smallest office with a Pitney-Bowes Folding and Inserting Machine. The contents of each envelope are always identical. Each is alike in neatness . . . makes the best possible impression. You gain speed and accuracy and eliminate costs of interrupted office routine.

Bills, letters, notices, flyers, leaflets, booklets, statements, price lists, bulletins, tabulating cards, slips, reply envelopes, receipts . . . practically anything can be handled better, faster, with PB folding/inserting machines.

From portable desk top machines for either folding or inserting alone (or both) to larger models that collate and stuff up to six enclosures into as many as 7,500 envelopes an hour . . . there's a PB machine that will bring increased flexibility, efficiency and economy to any mailing operation, in every type and size of business.

For instance, even with only occasional use, the Model 3300-FH shown here soon pays for itself. A combined folder/inserter, it automatically folds and stuffs up to 4,000 single enclosures an hour . . . and anyone can operate it. Compact enough to fit on desk or table top, the Model 3300-FH may be the exact answer to your needs.





# ENJOY ALL THESE BENEFITS WITH MACHINE FOLDING/INSERTING

## INCREASE EFFICIENCY

Replace outmoded hand folding and stuffing with efficient folding and inserting machines and save time and money. One machine and one operator can do in minutes what now takes several people several hours. Reduce overtime and such annoying practices as borrowing people from other departments and hiring outside part-time help.

## INSURE ACCURACY

Avoid putting *two* enclosures in one envelope or *none* in another. Folding and inserting machines prevent skips and doubles, give proof of accuracy when the job is finished and let *you* control your time and costs.

## GAIN SPEED

Folding and inserting machines are fast, get jobs out sooner and increase effectiveness of your "timely" mailings. Earlier arrival means earlier returns on orders, checks, etc.

## BOOST MORALE

Easily operated folding and inserting machines end the need for periodically interrupting routine clerical duties to borrow workers. Happier, more contented workers do more work. You get the greatest return from their efforts when they're performing at their highest skills.

## STEP UP PROMOTION

Machine folding and inserting operations are quick and easy. Get more for your postage dollar by adding extra enclosures such as reply envelopes or advertising inserts to your regular mail. Attract new customers and sell more to old customers.



# HOW OTHERS\* BENEFIT FROM PITNEY-BOWES FOLDING AND INSERTING MACHINES



## A RETAIL STORE FOLDS ADVERTISING MATERIAL, STATEMENTS, BILL STUFFERS

Sales advertised by direct mail were a treasurer's delight but a clerical headache for a department store in Boston. So were promotions for Mother's Day, Easter, Christmas and other special occasions. Now the manager writes that the FH-AF "saved" the morale of the department — and saved many dollars for the store as well.



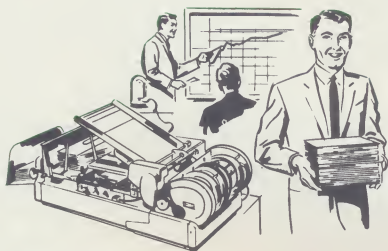
## A MANUFACTURER FOLDS BULLETINS, LETTERS, EMPLOYEE COMMUNICATIONS

A manufacturing company still finds it difficult to believe that a folding machine can save so much time and effort as the FM does — day in and day out. When it comes to folding bulletins, letters, employee communications, correspondence . . . they report that in the first year alone, the FM paid for itself.



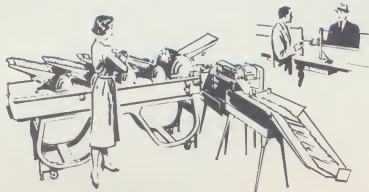
## FOLDER-INSERTER SAVES SMALL MANUFACTURER \$1,200 A YEAR

Faced with a peak work load every day at 4 P.M., when daily invoices had to be folded and inserted by hand to make the last mail, a small manufacturer installed a 3300-FM. Now his company meets the deadline easily, without overtime, delays or high clerical costs . . . at a saving of approximately \$1,200 a year.



## INVESTMENT BROKER ELIMINATES PEAK WORK LOADS IN CUSTOMER MAILINGS

An investment firm sends daily reports to 5,000 customers. Before installing a Model 3300-FH, 4 men folded and inserted these reports by hand. One man now does the job in just over an hour. The owner says, "We had also run into overtime. Now we've leveled off."



## DIRECT MAIL ORGANIZATION MAINTAINS CONTROL EVEN IN A CRISIS

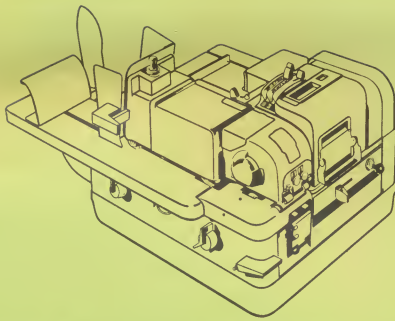
"Twice in three days we were hit with large rush jobs that just had to be mailed immediately. We pulled off the jobs that were already running on the machine in both cases, made a quick set-up and away we went."



## A CHURCH FOLDS LETTERS, PROGRAMS, HANDBILLS, BULLETINS

Folding 500 weekly bulletins used to require that ushers show up  $\frac{1}{2}$  hour early every Sunday in a Detroit church (other folding kept staff workers too busy). In the first week after purchase, the FM folded the bulletins, 4,000 handbills for the Ladies' Aid Bazaar, plus statements and letters in less than  $\frac{1}{2}$  the time which was formerly required.



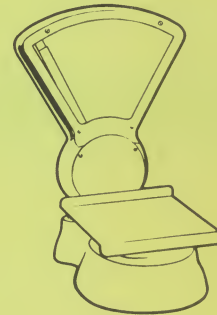


**Model 4250 Postage Meter  
Mailing Machine**

A high-speed electrically operated mailing machine. Automatically feeds, stamps, seals, and stacks letters at 150 per minute. Built-in unit for parcel post delivers tape wet or dry, as desired. 13 other models available.

**Model S-120 Mailing Scale**

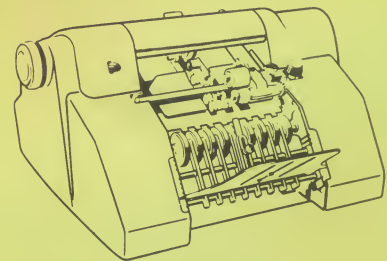
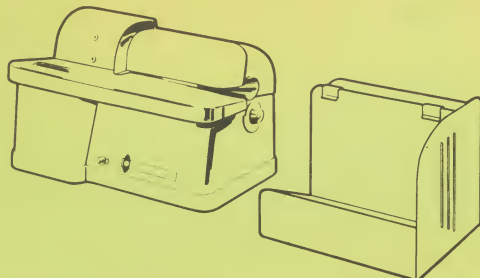
A precision instrument that weighs and computes postage for mail weighing up to 20 ounces. 7 other models for letters and packages are available.



## OTHER PITNEY-BOWES TIME AND MONEY-SAVING PRODUCTS

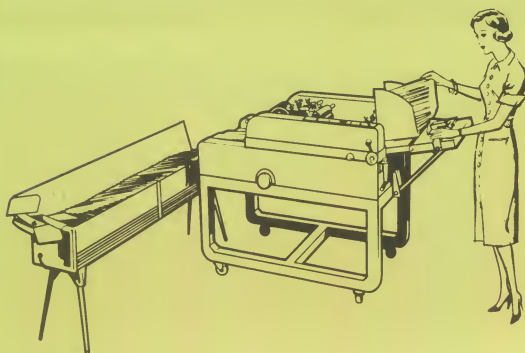
**Model LA MailOpener**

A high-speed, automatic model that feeds, opens and stacks more than 500 envelopes a minute. Also available: the semi-automatic Model LE and the hand-operated Model LH.



**Tickometer**

Counts and/or imprints tickets, labels, checks, coupons, currency, etc., at up to 1,000 per minute. Widely used in banks (currency, checks, etc.), utilities (numbering, billing), stores (sales slips), factories (coding product labels, work tickets, etc.).

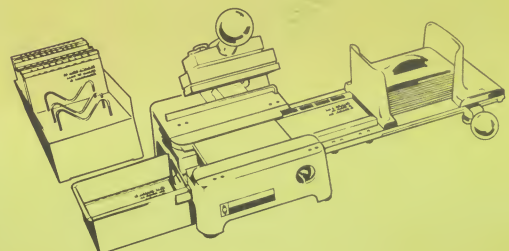


**Model 4800  
Package Imprinting Machine**

A versatile machine that imprints folding cartons, containers, bags, envelopes and advertising literature at controlled speeds up to 7,500 pieces an hour.

**Addressing Center Equipment**

Addresser-Printers simplify mailing, billing and payments. Print names, addresses etc. on envelopes, statements, checks. Make carbon copies, lists.



**Convenient leasing plans available**





## PITNEY-BOWES SERVICE FROM COAST-TO-COAST

With all Pitney-Bowes products you get the advantage of expert local service by specially trained Pitney-Bowes servicemen. There are 347 service points, including 170 branch offices, in the U.S. and Canada. Call any Pitney-Bowes office

whenever you want information or counsel. Available to you is over forty years of experience with postal, mailing and other office problems. With this comes PB's special postal consulting service, helping you get the most for your postal dollar.



### Pitney-Bowes INC.

WALNUT & PACIFIC STREETS, STAMFORD, CONNECTICUT, U.S.A. 06904

*Branch Sales & Service Office in principal cities of the United States and Canada.  
Originator of the Postage Meter and Metered Mail.  
World's Leading Manufacturer of Mailing Machines*